

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Ignacio Sanz-Pastor *et al.*
APPLICATION NO.: 10/007,966
FILING DATE: November 7, 2001
TITLE: INTERACTIVE ADVERTISING WITH AN AUTOMATED VIEWING
REWARD SYSTEM
EXAMINER: DANIEL LASTRA
GROUP ART UNIT: 3688
ATTY. DKT. NO.: 22503-05565

CERTIFICATE OF ELECTRONIC (EFS-WEB) TRANSMISSION

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Dated: May 18, 2009

By: /Daniel R. Brownstone 46581/
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AMENDMENT E

In response to the Final Office Action mailed on December 19, 2008 and Advisory Action mailed April 1, 2009, please enter the following amendments and consider the accompanying remarks.

Amendments to the claims begin on page 2.

Remarks begin on page 8.